



सत्यमेव जयते

Government of West Bengal



DISTRICT EXPORT  
**ACTION PLAN**  
COOCH BEHAR,  
WEST BENGAL





# Content

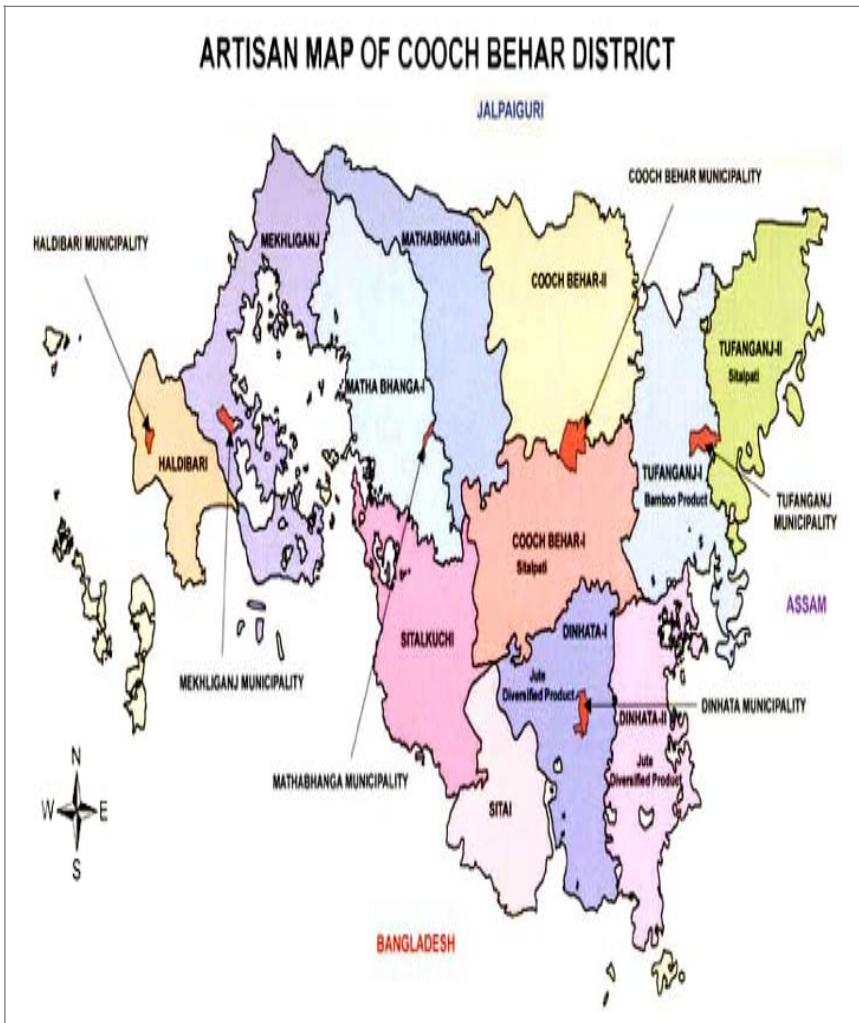


1. District Profile- Cooch Behar -----	2
1. 1 Geographic Profile -----	3
1.2 Logistics & Connectivity -----	4
1.3 Economy of the District -----	4
2. Export Scenario- West Bengal -----	10
3. Target Export Products-Cooch Behar: -----	11
3.1 Handicraft Sector: -----	11
3.2 Clusters in district: -----	12
3.3 Performance of the Products InInternational Markets: -----	13
4. Export Action Plan-Cooch Behar -----	16
5.1 District Level Export Promotion Committee -----	18



## 1. District Profile- Cooch Behar

Cooch-Bihar is one of the five districts of Jalpaiguri Division with an irregular triangle shape. The district occupies 12th position in the State in respect of its size. It lies in the south of Jalpaiguri district beyond the hilly terrain of Himalayan belt and geographically forming a part of Himalayan Tarai of West Bengal. Situated in the North-Eastern part of West Bengal, it is bounded by the districts of Alipurduar in the north and Jalpaiguri in the north-west, state of Assam in the east (bounded by the districts of Kokrajhar & Dhubri in Assam) and the International Border in the form of Indo-Bangladesh boundary in the south-west, south and south-east



The name of the district is derived from the name of the Koch Rajbongshi tribe who are the natives of the district. The second part of the name of the district “Behar” is a Sanskrit word means Vihara (to travel). It means Cooch Behar is a place through which the Koch Rajbongshi Kings used to travel. From the period of 12th to 14th Centuries, it remained as a part of Kamarupa Kingdom of Assam. In 12th century, the area was part of Kamata kingdom first ruled by Khens till 1498 CE. Since 16th century the Koch dynasty originated from Mahishya community has ruled the area. In 1772-73, the king of Bhutan occupied Cooch Behar. In order to throw out the Bhutanese, the kingdom of Cooch Behar involved into a defense treaty and signed it with British East India Company on 5th April, 1773. After expelling Bhutanese, it turned into a princely kingdom under the protection of British East India Company. Under an agreement between the king of Cooch Behar and the Indian Government at the end of British rule, Maharaja Jagaddipendra

Narayan transferred full authority, jurisdiction, and power of the state to the Dominion Government of India, effective 12 September 1949. Eventually, Cooch Bihar became part of the state of West Bengal on 19 January 1950, with Cooch Behar town as its headquarter

It is believed that Maharaja Nripendra Narayan was the architect of the modern Cooch Behar town. On 19 thJanuary , 1950 Cooch Behar was merged with the province of west Bengal. The district came into existence 15th July 1997.

#### **DISTRICT AT A GLANCE:**

- **AREA:** 3387 Sq. Km.
- **POPULATION:** 28,19,086 (2011 Census Data)
- **LANGUAGE:** Bengali, Rajbongshi
- **LITERACY RATE:** 74.82 (2011 Census Data)
- **SEX RATIO:** 942 (2011 Census Data)
- **POPULATION DENSITY (PER SQ. KM.) :** 832 (2011 Census Data)

### **1. 1 Geographic Profile**

The district is in North-Eastern part of West Bengal; bounded by Alipurduar in the north and Jalpaiguri in the north-west, state of Assam in the east (bounded by the districts of Kokrajhar&Dhubri in Assam) and the International Border in the form of Indo-Bangladesh boundary in the south-west, south and south-east. Beside this bounded area there are enclaves (called Chhits) which are outlying and detached tracts of land situated inside Bangladesh. There are 110 such Chhits.

Cooch Behar district lies between 25°57'47" & 26°36'20" North Latitude ; between 88°47'44" & 89°54'35" East Longitude. The District Headquarter lies between 26°19'86"N Latitude and 89°23'53"E Longitude. The Area of the district is 3387 sq. KMs, which contributes 3.82% of the land mass of the State of West Bengal.

Cooch Behar is essentially a flat country with a slight south-eastern slope along which the main rivers of the district flow. Most of the high lands appertain to Sitalkuchi area and most of the low lands lie in Dinhata area. The soil is alluvial of very recent formation. It is mostly sandy and loose. The surface soil is loam and hardly any good clay is found.

It is essentially a flat land with a slight south-eastern slope along which the six river systemnamely the Tista system, Jaldhaka system, Torsa, Kaljani, Raidak and Gadadhar system of thedistrict flow. Most of the highlands appear to Sitalkuchi area and most of the lowlands lieinDinhata area. The soil is alluvial of very recent formation, mostly sandy and loose. The surface soil is loam and hardly any good clay is found.

A highly humid atmosphere and abundant rains characterize the climate of this district, with the temperature being seldom excessive. The Period from June to beginning-of-October is the south-west monsoon season. October to mid-November constitutes the post monsoon season. Cold season being November to February and hot season being March to May .January is the coldest month with temperature varying between 5°C to 28°C, April is the hottest month with mean maximum temperature of 31°C and mean minimum temperature of 20°C (as per 2012 data). The atmosphere is

highly humid throughout the year except February to May when relative humidity is as less as 50 to 70%.

Source : <https://www.indiastatdistricts.com/westbengal/coochbehar-district>

## **1.2 Logistics & Connectivity**

### **RAIL**

New Cooch Behar Railway Station (5 km from the town): well connected to almost all major Indian cities which is managed by the North Eastern Railways. Alipurduar Junction station: nearest railway junction station from Cooch Behar (25.9 km from New Cooch Behar station) with connecting trains to major cities of India.

### **ROAD**

Two Major Roads -SH12A, NH 31 runs through the District. Headquarters of the North Bengal State Transport Corporation (NBSTC), Cooch Behar is extremely well connected by road. Regular bus service that connects Cooch Behar to the neighboring cities. Apart from government bus service, there are private buses as well, running throughout West Bengal and adjoining states, to and from Cooch Behar. Revamped Traffic Management Plan for Cooch Behar Town has been prepared keeping in view of Tourism Potential. It is the gateway of North East States (Assam and other six) of India.

### **AIR**

The nearest Airport to Cooch Behar are :i) Cooch Behar Airport (144 acres): Operationalization is under process. ii) Bagdogra Airport in Siliguri: nearest operational national airport (151 km from Cooch Behar) of Darjeeling district which is also known as the Civil Aerodrome Bagdogra is located 11 km west of the city of Siliguri. Operated as a civil enclave at AFS Bagdogra, the airport is a gateway to Siliguri, Jalpaiguri, Darjeeling, Kurseong, Kalimpong and other North Bengal region. From there, you can take a cab, bus or train to Cooch Behar.

## **1.3 Economy of the District**

Farming is a significant source of livelihood for the nearby rural populace, and it supplies the town with fruits and vegetables. Poorer sections of this semi-rural society are involved in transport, primary agriculture, small shops, and manual labour in construction.

Coochbehar, though an agricultural based district houses several clusters in the district.

The rich culture of the district has developed the district in production of somehandcrafted items like Jute crafted décor items, handcrafted dress materials, hand craftedhome decors, home furnishings like bedsheets, curtains, mats, carpets, door mats, etc. It has been studied that Coochbehar has developed 17 clusters which gives livelihood to more thanfifteen thousand persons housing

around 2500 units across different sectors. The major clusters of the district are oil, sitalpati (carpets and mats) , mekhla (handcrafted dress materials), steel furniture, readymade garments, handmade home textiles, etc. The clusters of jute home textiles and handcrafted textiles has an annual turnover of around Rs. 350 million in each sector. While the other clusters generate an annual turnover of around Rs. 264 million.

## **AGRICULTURE:**

Being the Agri. based district, Cooch Behar produces a good quality of potato, jute, tomato, chilly, carrot, cabbage, peas, pineapple, etc. Presently we are having 12 nos. of Cold Storage (potato); 1. Hence food processing industries like manufacturing of chips, sauce, jam, jelly etc. have a very good potential. 2. Surplus production are exported to outside the state upto U.P. & Delhi. Food processing units preparing tomato & chilly based products like sauce, peuri, paste, pickles and dust can be set up here. 3. There is huge production of jute. Since the availability of raw materials are there, many other manufacturing units can thus be set up for jute yarn dyeing & bleaching, jute mat, other jute diversified products, jute particle board etc. 4. The annual production of tobacco and potato are very high compared to the demand of the district. Hence there is scope for setting up more multi-purpose cold storage for storing surplus production. 5. There is ample demand for plastic products like PVC casing, plastic sheets, plastic toys, PVC pipes, moulded plastic items, etc. So plastic based manufacturing units have ample opportunities in this area.

The district is located in the Sub-Himalayan plains and belonging to the *Terai*-Agro climatic zone of West Bengal. Out of 3345 sq. km geographical area of the district, 2353 sq km (70.3% of geographical area) is under cultivation. The district experiences a typical sub-tropical prehumid climate with high annual rainfall (higher than 3000 mm), high relative humidity (avg. max. & min. of 95 & 65%, respectively) and moderate temp. (avg. max. & min. of 31 and 11 °C, respectively). High ground water table vis-à-vis high residual soil moisture and the prolonged winter (extending from Nov to March) are found to be favourable factors contributing to successful raising of a good number of Rabi crops even under late sown condition during winter months with or without irrigation. Despite the district is favourably exposed to rainfall the occasional short dry spell in salient growth stages (PI, Flowering, etc.) significantly affects the yields of rainfed crops in Kharif season, while occurrence of pre-monsoon showers with high intensity causing heavy yield loss of Pre-Kharif crops is also recorded. About 28% of net sown area of the district has been brought under irrigation while vast ground water resource is yet untapped.

## MAJOR CROPS CULTIVATED IN THE DISTRICT

- 1) Aus Paddy
- 2) Aman Paddy
- 3) Jute
- 4) Boro Paddy
- 5) Wheat
- 6) Winter Potato
- 7) Tobacco
  - a) Rustica
  - b) Virginia
- 8) Rabi Maize
- 9) Oilseed
  - a) Mustard
  - b) Linseed
  - c) Niger
  - d) Groundnut
- 10) Pulses
  - a) Arhar (Tur)
  - b) Rabi Mung
  - c) Summer Mung
  - d) Rabi Mash
  - e) Musur (Lentil)
  - f) Khesari
  - g) Motor (Pea)
  - h) Kulthi
- 11) Sugarcane
- 12) Winter Vegetables
- 13) Chili
- 14) Ginger

## INDUSTRY

### Industrial scenario of the Cooch Behar District:

Cooch Behar has witnessed radical changes and rapid development in segments like industry, real estate, information technology firms, and education since the advent of the twenty-first century. The changes concern infrastructure and industrial growth for steel (direct reduced iron), metal, cement, and knowledge-based industries. Many engineering, technology, management, and professional study colleges have opened at Cooch Behar. Housing co-operatives, flats, shopping malls, hotels, and stadiums have also emerged.

Chakchaka Growth Centre is the heart of the industrial activities in the district. As many as 70 MSMEs have been set up in this Centre. Most of them are manufacturing units. A few of them are not only first of their type in North Bengal but the first in Eastern India. The units are manufacturing

Jute products, Steel Fabrication products, Plastic products, Food Products, Mustard oil, Flour and allied products, Biscuits and Bakery products, HDPE pipes, LDPEP sheets, potable water, Paper products, etc. Beside, some servicing units like Cold Storage, repairing and servicing of transformers, etc. have been established. Amongst the units, two units are medium enterprises and the remaining are MSEs.

Apart from the MSMEs in the above Growth Centres, others are mainly traditional and micro enterprises. They are spread throughout the district. SitalPati making is the main traditional activity in the district. The activity is concentrated in Cooch-Behar-I and Tufangunj-I blocks. About 1000 families are engaged in the activities. The product is sold in local markets, Assam and neighboring districts. Due to stagnation in raw material production, the possibility of further expansion of SitalPati activities is very lean. Forest based units like Saw mills, wooden furniture, Plywood, etc. are functioning. Bamboo products are found in Cooch-Behar and Kaljani in Dinhat block. About 100 or more families engaged in these activities. The other MSEs in the district are steel fabrication, ice slab, readymade garments, wheat grinding, paddy husking, mustared oil, cane furniture, cement products, nylon mosquito net, agarbati, jute twine, plastic products, bread and biscuits, ice-candy, tea chest baton, exercise book, etc. Servicing activities like cycle rickshaw and cycle repairing, TV and PC repairing, automobile repairing and servicing, photocopy, data processing, etc. are found in every block of the district. There are 12 Cold Storages have been set up in the district

## **MEDIUM SCALE ENTERPRISES**

List of the units in Cooch Behar &Near By Area

<b>NAME OF UNITS</b>
ESSEM JUTE & TWINES LTD
Kamakashi Jute Industries Ltd.
Poddar Food Products Pvt. Ltd.
S.A Plywood industry
Tirupati Plywood Industries
LAXMI TIMBER INDUSTRIES
Nishiganj Agro Foods Pvt.Ltd.
SHREE NANDAN KANAN AGRO PRODUCT PVT LTD

## SERVICE ENTERPRISES

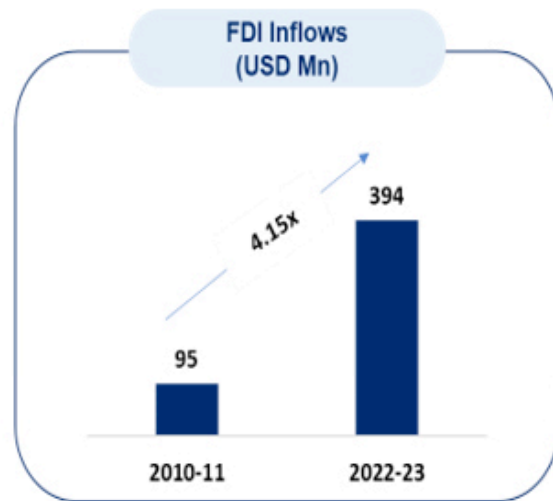
Name & Location of the Cold Storage	L i c e n s e d Capacity(MT)
Cooch-Behar SamabayHimgharSamity Ltd. P.O. Chakchaka, dist- Cooch Behar	8167
Mahima Cold Storage (P) Ltd. Chakchaka Industrial Growth Centre, Cooch Behar.	14966.4
SreeMadan Mohan Cold Storage (P) Ltd., Sonari, Cooch Behar	24494.4
Kaljani Cold Storage (P) Ltd., Vill+P.O.-Kholta, Salbari, Dist- Cooch Behar.	15000
M/S Haranchandra Cold Storage Pvt. Ltd. KalarayerKuthi, P.O. Patlakhawa, Dist- Cooch Behar	31727.5
Arati Maya Cold Storage Pvt. Ltd. Vill - Uttar KalarayerKuthi, P.O- Patlakhawa, Dist- Cooch Behar Pin-736165	15998.2
Sanjiwani Cold Storage, Pvt. Ltd Vill + P.O - Pundibari , P.S- Pundibari, Dist- Cooch Behar	19997.8
Madhupur Cold Storage Vill- JagyaNarayanerKuthi , P.O- Pundibari, PS.- Pundibari , Dist- Cooch Behar	5555
KholtaAgri Cold Storage Pvt. Ltd", Vill- Kholta , P.O- Kholta, P.S.- Pundibari Pin-736121	15998.8
Adriti Farmers Producer Company Ltd. Mouza-Gopalpur, P.o- Gopalpur, PS- Pundibari, Block- Cooch Behar-II Dist- Cooch Behar	9999.5
M/s A.C. Cold Storage L.L.P. Vill -Mowamari , P.O -Dewanhat, Dist- Cooch behar	14520
SreeMahamaya Agro Industries (P) Ltd., Dolabari Road, Dinhata -I Block Dist- Cooch Behar.	17496.5
S.D. Cold storage Pvt.Ltd. Dolabari Road, Dinhata -I block	23646.8
Shree RameswarHimghar (P) Ltd., Vill-Chamta, P.O. Colony Chamta, P.S.Tufanganj. Dist- Cooch Behar	20743.5
Tufanganj SamabayHimghar (P) Ltd., Tufanganj,	5250
Mansai Agro Industries (P) Ltd., Vill-Sitkibari, P.O.-Nishiganj, Dist- Cob	14933.6
MathabhangaAgri Storage, Unit BeladeepPvt. Ltd. UnishBisha, Ghokshadanga, Cooch Behar	14000
Bhelakopa Cold Storage Pvt. Ltd. Vill&Po-Bhogramari, PS- Mathabhanga,Block-Mathabhanga-I Dist-Cooch Behar	19894.9
Goswami Agro Storage (P) Ltd. Ashokbari Part-I, Bairagirhat, Mathabhang, Cooch Behar	23302.6
ShriBishnu Cold Storage Vill+ P.O.- Bhogramguri, PS- Mathabhanga,Block-Mathabhanga-I Dist-Cooch Behar	15832.9

Rameshwaram Cold storage (P) Ltd. Vill - DakshinKalayerKuthi, P.O & PS- Pundibari,Block-Cooch Behar-II Dist-Cooch Behar	18641.6
DooarsKanya Cold storage (P) Ltd. Vill - KholtaCheckpost, P.O. - Kholta, PS- Pundibari,Block-Cooch Behar-II Dist-Cooch Behar	17393.4
Sonarbangla Multipurpose Cold Storage & Processing Units, Bhetaguri, Dinhata-I Block	3000

**POTENTIALS AREAS FOR SERVICE INDUSTRY:**

Potential places are Dinhata, Toofangunj, Mathabhanga, Haldibari, Mekhligunj. Cold Storage development in the area.

## 2. Export Scenario- West Bengal



In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.

West Bengal's exports grew from USD 6.73 billion in 2010-11 to USD 13.9 billion in 2021-22. The reduction in bandhs has boosted productivity, while policies like the Industrial and Economic Corridor, Logistics, and Export Promotion policies have opened new export markets.

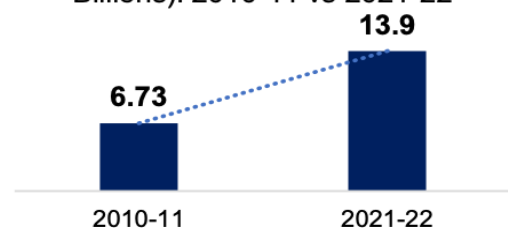
The State is home to nearly 90 lakh MSMEs, the second highest in the country, employing 1.35 crore people, with 43.51 lakh women in the sector. The State has prioritized cluster development, expanding from 48 to 520 clusters in the past 7.5 years. Additionally, proactive efforts have driven a remarkable rise in bank lending to MSMEs, from ₹ 8,237 Cr. in 2011 to ₹1,48,132 Cr. in 2023-24, more than 17-fold increase

Growth Rate of Index of Industrial Production (IIP of Manufacturing) of West Bengal, 2022-23 at Base 2011-12)



Source: Medium Term Fiscal Policy Statements & Fiscal Policy, Strategy Statement, West Bengal 2024-25

Improvement in Exports (USD Billions): 2010-11 vs 2021-22



Source: West Bengal Industrial Development Corporation

### **3. Target Export Products-Cooch Behar:**

#### **3.1 Handicraft Sector:**

##### **o HANDLOOM**

HANDLOOM, SPINNING MILLS, SILK WEAVING & HANDLOOM BASED HANDICRAFTS DIVISION Department of MSME & Textiles of the State Government acts as nodal office in framing policies and implementing various programmes/activities and plays a pivotal role for growth and development of MSME and Textiles sectors. The Department facilitates promotion and sustainability of MSME, Textiles, Handicraft, Handloom, Khadi and Village Industries in the State. Handloom products of Bengal have a rich tradition. The heritage of our master weavers and artisans are now blended with new technological designs and threads to produce wide variety of products. As an economic trade & industrial activity, the handlooms occupy a place second only to agriculture in providing livelihood to the people. The Government of West Bengal has given emphasis for the Handloom & Textiles Sector with announcement of new textile policy and setting up of Commissionerate of Textiles for development, infrastructure support and also improves attraction for investment.

The Government of West Bengal has established a Commissionerate of Textiles to support the handloom and textile sector.

The Department of MSME & Textiles of the State Government works to promote and sustain the handloom industry.

##### **o PRODUCT DETAILS:**

**SAREES:** Cooch Behar handloom sarees are woven with a silk warp and a cotton weft.

**MEKHELA CHADARS:** Mekhela chadars are a type of handloom product from Cooch Behar.

**FABRICS:** Cooch Behar handloom products include a variety of fabrics, including cotton and silk.

**JUTE PRODUCTS:** jute bags, jute mat, jute particle board, etc.

### 3.2 Clusters in district:

There are 10 active clusters in Cooch Behar District which are discussed below:

CLUSTER SECTOR	CLUSTER NAME	ACTIVITY	NO OF UNIT	NO OF EMPLOYEE
JUTE & OTHER FIBRE BASED PRODUCTS	GHUGHUMARI SITALPATI CLUSTER	SITALPATI AND ITS DIVERSIFIED PRODUCTS	606	1500
JUTE & OTHER FIBRE BASED PRODUCTS	BHOGRAMGURI SITALPATI INDUSTRIAL CLUSTER	SITALPATI	117	230
JUTE & OTHER FIBRE BASED PRODUCTS	LANKABAR JUTE HANDICRAFT CLUSTER	JUTE BRAIDED ITEMS VIZ. DOOR MAT, TOYS ETC	119	200
METAL FABRICATION & FURNITURE	DINHATA STEEL FABRICATION	STEEL FURNITURE MFG	58	195
JUTE & OTHER FIBRE BASED PRODUCTS	TUFANGUNJ SITALPATI INDUSTRIAL CLUSTER	SITALPATI AND ITS DIVERSIFIED PRODUCTS	99	200
TEXTILES & READYMADE GARMENTS	DARIBASH II READTMADE GARMENTS CLUSTER	READYMADE GARMENTS	32	64
TEXTILES & READYMADE GARMENTS	TUFANGANJ HANDLOOM CLUSTER	PRODUCTION OF THIS CLUSTER IS DESIGN SAREE MEKHLA DOKNA ETC	392	392
JUTE & OTHER FIBRE BASED PRODUCTS	CHHOTO ATIABARI SOLA SILPA	SOLA ART WORK	45	100
TEXTILES & READYMADE GARMENTS	ANDARANFUL BARI HANDLOOM CLUSTER	PRODUCTION OF THIS CLUSTER IS DESIGN SAREE MEKHLA DOKNA ETC	517	517

TEXTILES & READYMADE GARMENTS	COOCHBEHAR BLOCK-II HANDLOOM CLUSTER	PRODUCTION OF THIS CLUSTER IS DESIGN SAREE GAMCHA MEKHLA DOKNA	505	505
-------------------------------	--------------------------------------	--	-----	-----

Source: National informatics Centre (NIC)

### 3.3 Performance of the Products In International Markets:

- **JUTE PRODUCTS, CANE AND BAMBOO PRODUCTS ALL ARE HANDICRAFT PRODUCTS. HSN CODE- 442090.**

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORTVALUE (in thousand \$)	38559	34317	51437	22077	11060

#### INDIA'S TOP 10 EXPORT DESTINATIONS ARE:

1. UNITED STATE OF AMERICA
2. GERMANY
3. UNITED KINGDOM
4. FRANCE
5. MEXICO
6. UNITED ARAB EMIRATES
7. SPAIN
8. AUSTRALIA
9. SAUDI ARABIA

Source: Trade map

#### **SILK PRODUCTS, SILK SAREE, SILK MEKHLA ETC.HSN CODE – 5007.**

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORTVALUE (in thousand \$)	66971	59831	79674	70270	76697

**INDIA'S TOP 10 EXPORT DESTINATIONS ARE:**

1. UNITED ARAB EMIRATES
2. UNITED STATE OF AMERICA
3. UNITED KINGDOM
4. SINGAPORE
5. ITALY
6. NETHERLANDS
7. FRANCE
8. MALAYSIA
9. GERMANY
10. CANADA

Source: Trade map

- **VEGETABLE PRODUCTS.HSN CODE- 1404.**

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORTVALUE (in thousand \$)	49111	41259	56168	40268	39937

**INDIA'S TOP 10 EXPORT DESTINATIONS ARE:**

1. CHINA
2. JAPAN
3. SRI LANKA
4. SAUDI ARABIA
5. UNITED KINGDOM
6. BHUTAN
7. UNITED ARAB EMIRATES
8. UNITED STATE OF AMERICA
9. SPAIN
10. SOUTH AFRICA

Source: Trade map

❖ EXPORT PERFORMANCE – COOCHBEHAR

SR. NO.	HS CODE	Item Description	Value ( INR)
1	4012000	MLK AND CRM CONTNG FAT >1% BUT <= 6% BY WT	72851730
2	4022100	MLK AND CRM IN PWDR, GRNLS/OTHR SOLID FORMS NOT CONTNG ADDED SUGAR/OTHR SWETNG MATTER CONTNG FAT EXCEEDING 1.5% BY WT	24107210
3	4051000	BUTTER	22226193
4	7020000	TOMATOES FRESH OR CHILLED	17511282
5	7031019	OTHER ONIONS FRESH OR CHILLED	25016550
6	7096010	GREEN CHILLY	26832864
7	10059090	OTHER	36176365
8	14049040	BETEL LEAVES	26180330
9	25169020	STONE BOULDERS	236835108
10	44083910	SHEETS FOR PYWOOD	20113409

SOURCE: DGFT

#### 4. Export Action Plan-Cooch Behar

S I . No	Intervention	Strategy	Action	Responsibility
1	T r a d e Promotion	Promote local product through various mediums - digital/ physical	Promote local products through various mediums - digital/ physical/ events/ B2B/ buyer seller events etc	DLEPC and Export Promotion Cell.
			Tie up with various e-commerce players to market products on their online platforms	D L E P C & E x p o r t Promotion Cell
		E n h a n c e international access for exporters	Facilitate tie ups with international buyers of products through participation in trade fairs, global events, engagement with trade bodies for identified markets	E x p o r t Promotion Cell
2	M a r k e t Intelligence Cell	Identify target markets and develop export intelligence trends	West Bengal State Export Promotion Society (WBSEPS) identify target markets, export trends	WBSEPS
		Identify and develop new products with export potential or value-added exports	<ul style="list-style-type: none"> <li>• Invite Investors to harness the potential of value addition.</li> <li>• Support MSME's to setup units</li> <li>• Continuous engagement with exporters, associations, Trade Bodies etc to identify new avenues for exports</li> <li>• Engaging with Missions abroad to identify the potential buyers.</li> </ul>	DLEPC
			To undertake an infrastructure assessment study for identified products	DLEPC
		Conduct an infrastructure	Demand Assessment Study for setting up of Cold Chain infrastructure in the district	DLEPC

3	Infrastructure Augmentation	assessment study	Capitalize on the existing TIES scheme to develop export Infrastructure (comprising of cold storages, testing labs, R&D facilities etc)	DLEPC
		Develop processing infrastructure (cluster/ parks)	Set up of near farm processing clusters with integrated facilities such as cold storage, pack house, etc	DLEPC
		Develop Agri Export Zone	Identify and propose Agri Export Zones in consultation with the State Agriculture/ Horticulture Department	DLEPC
		Good Agri practices	The State Agriculture/ Horticulture Departments should engage the FPO's for adopting the best agriculture and health practices	DLEPC
4	Skill Development	Provide skill development training for Manufacturing/ processing	Tie up with skill development organisations	DLEPC
			Draw the calendar of events for training	
			Conduct Exposure tours across the country	

## 5. Annexure

### 5.1 District Level Export Promotion Committee

Government of West Bengal  
Department of Industry, Commerce & Enterprises  
Commerce Branch  
4, Abanindranath Tagore Sarani, Kolkata – 700 016

No.29- CI/O/COM/GEN-XPT/03/2017

Dated: 24<sup>th</sup> December, 2020

#### NOTIFICATION

In addition to the earlier steps and initiatives already been taken by the Government of West Bengal in regard to promotion of exports from the state, the State Government is now pleased to constitute a District Export Promotion Committee (DEPC) for every district comprising of the following officials as mentioned below:

Sl. No.	Official / Department	Role
1.	District Magistrate	Chairperson
2.	Representative of DGFT	Invitee Member
3.	GM- District Industries Centre ( DIC)	Convener
4.	DI, West Bengal	Member
5.	Lead Bank Manager	Member
6.	Representative - Sector Specific Export Promotion Council as decided for individual district depending on export products	Member
7.	Representative from District level Trade/ Commerce Associations	Member
8.	Representative of Technical Education and Training Department	Member
9.	Representative of BIS and Legal Metrology	Member
10.	Representative of Agriculture, Fisheries, Horticulture Department in each district as required for products chosen for export promotion	Invitee Member
11.	Other State Government Representatives (as per requirement)	Member

*N.B.: Invitee members will be requested to be present as and when needed.*

The District Export Promotion Committee (DEPC) will function on the basis of following terms of reference:

Sl. No.	Terms of Reference
1.	Benchmarking baseline export performance of district – Present Export Performance
2.	Identification of potential export products from the district
3.	Creation of district export action plan
4.	Resolution, escalation and monitoring of issues in exports from the district for identified potential products through regular meetings
5.	Identifying training and development needs of district industries and coordination for training with other departments
6.	Dissemination of Information through trainings, seminars, guest lectures, practical training, exchange visits with other districts of excellence
7.	Act as one point facilitator for export promotion at district level

Besides, the following will be implemented in this regard-

- The MSME Facilitation Centres (MFCs) as Nodal Body for export promotion will function at district level.
- The nodal body would act as secretariat for the DEPC under the District Magistrate.
- The MFCs headed by GM DICs, will provide the necessary secretariat support for the DEPC.
- The GM, DIC will be the Nodal Officer for all district level export related work.